

**TO:** Tourism Advisory Committee

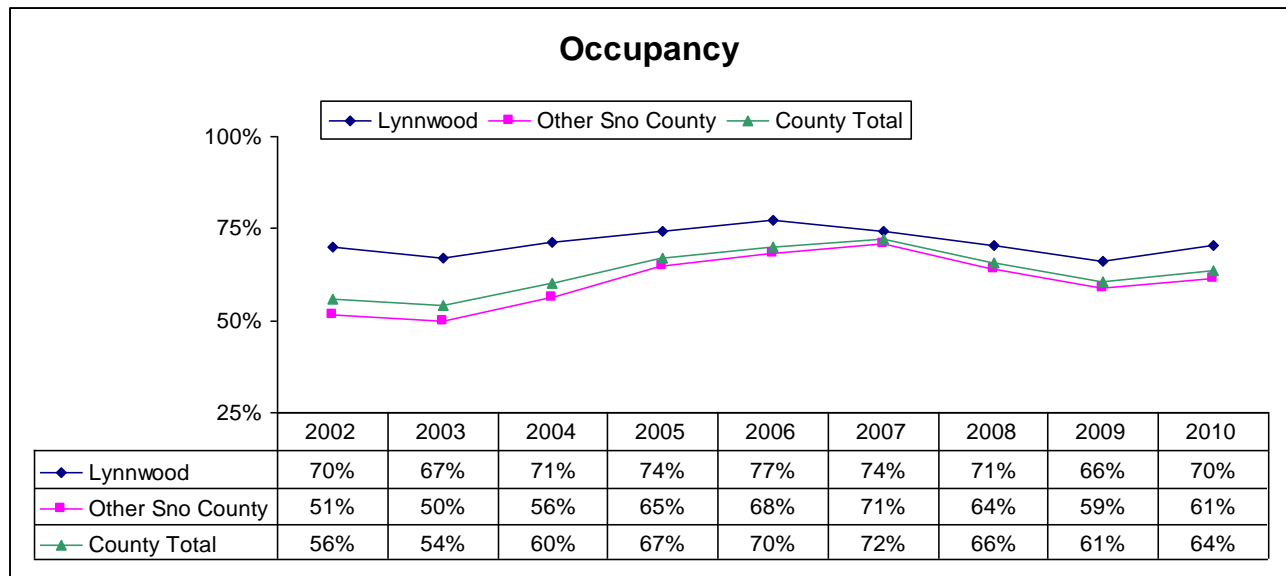
**FROM:** David Kleitsch, Economic Development Director

**DATE:** February 17, 2011

**SUBJECT:** Director's Report

### **Smith Travel Report**

Year end metrics for Snohomish County and Lynnwood are detailed below. Lynnwood continues to exceed the Snohomish County average in all metrics. The Lynnwood occupancy rate has declined compared to 2007, but remains respectable at 71%. Although Lynnwood experienced a 3% drop in YTD occupancy, this compares to a 7% decline experienced in the rest of Snohomish County. Compared to 2007, Average Daily Rate (ADR) increased 4.3% to \$110.28 and Revenue Per Available Room (RevPAR) decreased 1% to \$77.71.



### Average Daily Rate

—◆— Lynnwood —■— Other Sno County —▲— County Total

\$125.00  
\$75.00  
\$25.00

	2002	2003	2004	2005	2006	2007	2008	2009	2010
—◆— Lynnwood	\$76.48	\$77.24	\$78.08	\$83.93	\$93.51	\$105.69	\$110.28	\$99.35	\$93.12
—■— Other Sno County	\$59.71	\$59.85	\$61.38	\$66.92	\$74.93	\$83.10	\$86.28	\$79.96	\$78.18
—▲— County Total	\$64.41	\$64.42	\$65.07	\$70.38	\$78.27	\$86.92	\$92.39	\$84.85	\$82.05

### RevPAR

—◆— Lynnwood —■— Other Sno County —▲— County Total

\$75.00  
\$25.00

	2002	2003	2004	2005	2006	2007	2008	2009	2010
—◆— Lynnwood	\$53.40	\$51.83	\$55.56	\$62.34	\$72.18	\$78.51	\$77.71	\$65.81	\$65.55
—■— Other Sno County	\$30.68	\$29.89	\$34.65	\$43.48	\$50.99	\$59.08	\$55.18	\$47.02	\$47.97
—▲— County Total	\$36.03	\$34.92	\$38.97	\$47.44	\$54.85	\$62.60	\$60.52	\$51.34	\$52.07